

Minutes for Approval
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting

Tuesday, Dec. 3, 2013
11:30 AM – 12:30 PM

Town Hall
117 Settlers Hall

- I. Call Meeting to Order- Meeting called to order at 11:35 a.m. In attendance were Christine Avery, Anne Brodsky, Jim Gabriel, Sam Khatib, Robin Nalepa. CVB: Shawn Braden, Caitlin Mulholland, Ashley Murphy. Guests: Dickens Sanchez and Tom Hickey from Clean Design; Leah Knepper from FrenchWestIVaughn
- II. Meeting Minutes Approved for Sept. 24, 2013
- III. New Business:
 - a. Room Occupancy Tax Collections

	August	September	FYTD	CYTD
New Hanover	13.53%	-2.20 %	4.26%	1.88%
Kure Beach	13.01 %	4.45%	8. 22%	5.53%
 - b. FY13-14 July-October Marketing Campaign Results
 - 1. Dickens Sanchez presented a recap of Kure Beach Marketing Creative. (See presentation deck)
 - 2. Tom Hickey presented results of fall advertising campaign featuring the impact of print, digital, online components. (See presentation deck)
 - 3. Shawn Braden presented highlights and changes to visitkurebeach.com. (See presentation deck)
 - 4. Leah Knepper presented results of fall public relations campaign, including social media. (See presentation deck)
- IV. Old Business
 - a. Committee Member Update- Nalepa welcomed two new committee members, Anne Brodsky and Sam Khatib. Committee members and CVB representatives introduced themselves.
 - b. Event Videos- Event preview videos will be launched in January.
- V. Comments/Next Meeting Date – February 25, 2014 * FY14-15 Strategic Planning
- VI. Meeting adjourned 12:56 p.m.